

# WELCOME



*Your guide to working  
at Whiteboard*

# The Whole Person

PASTE  
PHOTO  
HERE

NAME

POSITION

DEPARTMENT

\_\_ - \_\_ - \_\_  
START DATE

CURRENT MOOD

☐ YES ☐ NO

GLUTEN-FREE

☐ YES ☐ NO

COFFEE-DRINKER

WHITEBOARD

This guide outlines who Whiteboard is  
and what it means to be a part of the  
Whiteboard team.

Use this Passport as a reminder of why we  
do the work we do everyday.

---

TABLE OF CONTENTS

# What's In The Book?!

06	—	YOUR FIRST DAY
08	—	WHO IS WHITEBOARD
10	—	OUR VALUES
12	—	OUR CITY
14	—	BRANDING
18	—	THE DEPARTMENTS
22	—	DAY IN THE LIFE
24	—	WHERE AM I?
29	—	ETIQUETTE
30	—	LEARNING
34	—	DICTIONARY
38	—	BOOM STAMPS

# We leverage technology to accomplish great vision.

**W**hether for-profit or not-for-profit, we believe the world we live in is not yet what it ought to be, and the most meaningful work is on the pathway toward that reconciliation.

Great vision comes in all shapes and sizes. It is a clear articulation of how you think the world should be. For some, great vision is found at a dinner table, orphanage, or event. For others, it's found in a skillset, product, or person. For Whiteboard, great vision is what compels our team to leverage words, pixels, and code to call people to act.

May you be compelled by the the bond between great vision and technology. We're thankful you're on the journey with us.

*Eric Brown & Taylor Jones, Founders*

## Your First Day

**W**elcome to Whiteboard. You're probably here for one of two reasons: a) It's your first day. You looked down, noticed the slick cover, and flipped it open, or b) you need answers... maybe both. A few things you could be asking yourself (and that are conveniently addressed in the pages beyond):

- What's with the crockpots? (Day in the Life)
- Why so many headphones? (Etiquette)
- Who's actually working? (Day in the Life)
- What's with all the writing on the glass? (701 Cherry Street)
- Who's books are these?
- Where's the coffee?

This passport is your guide to the quirks, culture, and destiny of Whiteboard. May it serve you on your journey, both here and abroad.

**I will be kind.**

“Do not think that love in order to be genuine has to be extraordinary. What we need is to love without getting tired.”

**MOTHER TERESA**

**I will be committed.**

“Unless commitment is made, there are only promises and hopes; but no plans.”

**PETER DRUCKER**

**I will empathize.**

“The friend who can be silent with us in a moment of despair or confusion... and face with us the reality of our powerlessness, that is a friend who cares.”

**HENRI M. NOUWEN**

**I will be generous.**

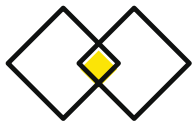
“When will our consciences grow so tender that we will act to prevent human misery rather than avenge it?”

**ELEANOR ROOSEVELT**

**I will believe.**

“To believe in something, and not to live it, is dishonest.”

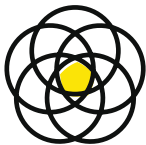
**MAHATMA GANDHI**



## Sacred

**At Whiteboard, the marriage of form and function is the foundation of our work philosophy.**

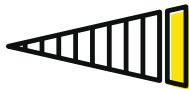
Famous architect Frank Lloyd Wright said, “Form follows function—that has been misunderstood. Form and function should be one, joined in a spiritual union.”



## Together

**Together, we learn, grow, refine, and win.**

Organizational growth is catalyzed by teams. Our desire is to be an indispensable asset to our clients over the lifespan of their brands.



## Resolute

**“Whatever It Takes” has been the backbone of our process since we started Whiteboard.**

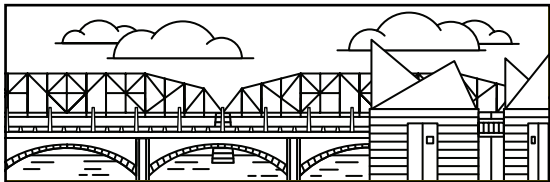
It’s something we’ve become quietly known for—the “last ten percent”. It’s what happens when we’re looking at a project at the end of its scope, but we go back to the whiteboard one more time because it’s not yet our best work.



## Studious

**What we do is a direct consequence of what we learn.**

Whiteboard is a place of learning. We aim to be challenged, shaped, and accountable to the lessons history has taught us and the lessons we will learn.



## We Love Chattanooga

Whether you're a new Chattanoogaan, or you've lived here for as long as you can remember, you probably already know a bit about Chattanooga's history: You know about the great outdoor experiences, the up-and-coming food scene, and the slightly-rough-around-the-edges historic neighborhoods and boroughs. What you probably don't know is that in the early 1970's, the Scenic City was known by another name, "the dirtiest city in America". It's hard to believe that a once industrial, run-down town has banded together to build something great.

As a citizen of our beloved city, you have a chance to breath new life in a once-decaying, overlooked city. We're planted here by purpose. In this city, you have the freedom to craft opportunity. So take a chance. Meet new people, initiate progress, move the needle. Changing the world starts in our own backyard.



## Innovation District

*What would happen if the city's top creative talent moved within the same square mile?*

**The result:** Open dialogue, the sharing of ideas, and people moving through the streets. We encourage you to explore the area. Don't be afraid to show up in other's offices, introduce yourself to the local baristas, and collaborate over great ideas. "No man's an island" they say...

And so, one day in January 2016, the lights flipped on, and Cherry Street came to life. Eric likes to tell the story of how our last office had but one "whiteboard", a four-by-five bathroom panel glued to the wall. 701 Cherry Street represents... more. More collaboration. More focus. More Whiteboard.

# Messaging & Design

## Whiteboard Messaging

We believe a blank whiteboard symbolizes dreams yet to be realized. They are blank canvases manifesting endless possibility. Their presence is a constant reminder that plans can be made, erased, and tried again.

This belief is echoed in our actions. It is represented in how we talk to our clients and punctuate our e-mails. It is realized in how we challenge others to dream and celebrate with high-fives, hugs, and celebratory applause.

Our logo is see-through on purpose. It represents a window into the mission and work our clients lead everyday. We celebrate them. We empower them. We write, design, and code so they can accomplish their vision. And in doing so---we accomplish ours.

What greater legacy than to help others fulfill their own?

*This is our brand on the move.*



WHITEBOARD

LOGO IN BLACK

LOGO IN WHITE

WHITEBOARD

THIS IS OUR SMALL HEADING TAG 0123456789

# Calibre Semibold

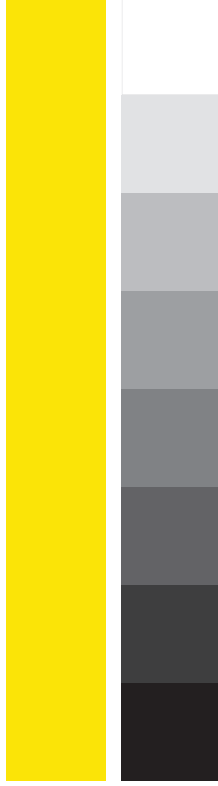
## Merriweather Light Subheading

### Calibre Regular (or **Semibold**) here to add a little variety.

This is Calibre Light and is used for body copy in most situations. "Whatever It Takes" has been the backbone of our process since Whiteboard was founded in 2010. It's something we've become quietly known for—the "last ten percent," as it's been coined. It's what happens when we look at the end of a project's scope and go back to the whiteboard one more time because we know it's not our best work. It's what happens when it's 5PM, the sun is setting, and we're staring at our screens unsatisfied with what we've created. It's after *we've gone the extra mile*.

**Whatever It Takes.**

WHITEBOARD'S EXCITING COLOR PALETTE



---

## THE DEPARTMENTS

# Who Are All These People?

## Founders.

### VISION. GRIT.

*Whatever it takes.*

Everyone on our team takes the Superpowers test (if you haven't, please ask for it). It is no surprise to us that our Founders' superpowers are Vision & Grit. A bond built on imagination and the will to build the future. A phrase heard often in the office is "Whatever It Takes". "Whatever it takes" can't be scoped, planned, or prepared for. It's not a method, it's a commitment.

## Interactive.

### ORGANIZED. EFFICIENT. FLOW.

*Plans are of little importance, but planning is essential.*  
– Winston Churchill

The interactive team serves from the bottom-up to facilitate communication and production by way of relationship. This team is the glue holding our projects together. They are the champions of agile and iterative development and protect our team's time and brainpower with authority. More over, they provide the "personal touch" in relationships with our clients.

## Technology.

**FOCUSED. CRAFTSMAN. MULTI-LINGUAL.**

*You'll be podcasting in three months.*

The development team is a group of people who use a diverse, ever changing set of tools to accomplish a goal. These tools are not easily mastered, and the great developer understands that a craftsman is dedicated to both learning the tool and executing the craft.

## Design.

**INVENTIVE. EMPATHETIC. SYSTEM-THINKER. EGO-FREE.**

*"I think the world can be saved through design." –Kanye West*

The Design team serves as a megaphone. We help develop and carry strong strategies forward into tangible possibilities, and from possibilities into designs for scalable systems. We are not afraid of the tried and true, but we care most about solving the problem well for the humans that will interact with it. The best things we make overlap between our expertise and the client's, and we think that an informed opinion is the only starting point.

## Brand Strategy.

**NARRATIVE. EXPERIENCE. PURPOSE.**

*"Leave a mark that can't erase neither space nor time" –Jay-Z*

Branding is the life blood of organizations who hope to communicate with anyone outside of their immediate circle of influence. This team leads our clients through the process of recognizing and capitalizing on their individual responsibility as a brand. Whether it's through Whiteboard Sessions, a marketing consultation, copy-writing, or pitch deck creation, the brand strategy team is dedicated to helping brands create powerful impressions.

## Engagement.

**DETERMINED. PLANTED. TESTING.**

*"I love it when a plan comes together" –John "Hannibal" Smith*

The Engagement team serves to research and empower organizational missions, processes, and aspirations. We like systems that work, love ones that are efficient, and cling to those which have focused, measurable goals to pursue. We enjoy learning where you are and what has brought you to your present, building plans for the future, and leveraging all resources possible to help you meet large victories through a sequence of smaller wins.

## THE SCHEDULE

# A Day in the Life

On any given day, you'll find a mixture of schedules lived out among Whiteboarders. While we encourage team members to have a consistent flow and routine, flexibility and spontaneity are encouraged. For this reason, you may find that a team member enjoys coming in at 8:00 on somedays, while coming in at 8:45 on others. You may recognize some team members take time out of their day for personal projects, only to return later in the evening. This is perfectly normal and acceptable, and we encourage you to find the rhythm most suited to your personality and workflow.

## Exhibit A

**7:30AM**

Cooking up a delicious beef stew in the kitchen

**10:00AM**

Likely found working in the library on his latest project

**11:15AM**

Off for a late morning jog to refresh his mind

**12:30PM**

Today's a team lunch day! You'll find him at Taziki's or Taqueria of course

**3:15PM**

Polishing off the latest client presentation with gusto

**4:30PM**

Presentation's wrapped, and a well-earned "Boom!" resounds

## Exhibit B

**8:30AM**

Strolls in with Camp House in hand for a weekly stand-up meeting

**10:45AM**

Another meeting in session and the War Room fills with whiteboard drawings

**12:30PM**

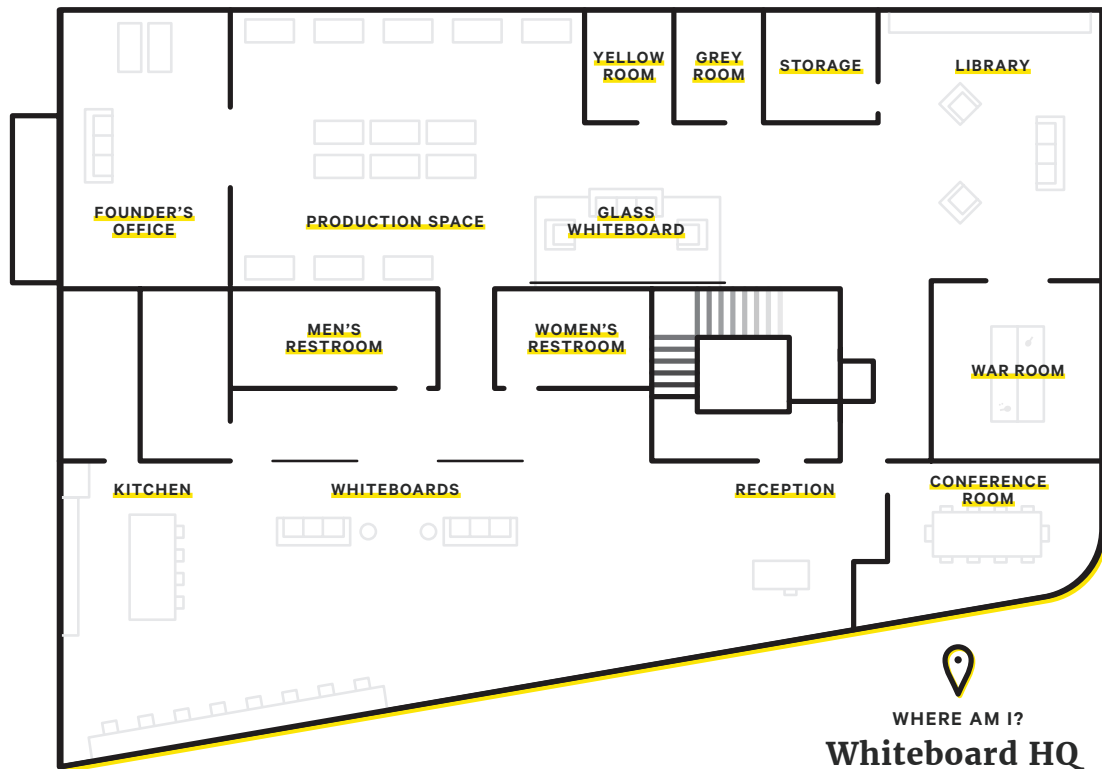
Today's a team lunch day! You'll find her at Taziki's or Taqueria of course

**2:15PM**

With hunger gone, she settles in for an afternoon of collaboration with the team

**6:00PM**

Tracking time and taking names before closing up shop for the night



## Kitchen.

### ALSO KNOWN AS “THE WHITEBOARD CAFE”

The kitchen is a public-use area of the office. *No single person is assigned the responsibility of keeping the kitchen clean. It is a shared responsibility, and everyone should pitch in.*

- Do not leave any personal food, food containers, or beverage containers in the kitchen (refrigerator and dishwasher included) overnight.
- Do not, under any circumstance, leave dirty dishes on the counter or in the sink. All dirty dishes must go in the dishwasher. If the washer is running, clean and dry your dish and put it up. If your dish fills the washer, add some detergent and start it up.
- If you find the washer with clean dishes, do your part and put the dishes up.
- The counter and island should be clear of everything, except intended decorations, all the time.
- If you sit in a bar stool, push it back under the counter (like the rest of the stools), when you get up.
- Do not leave anything residual (like coffee grounds) in the sink. Fully rinse the sink any time you use it.
- Coffee: See “Coffee” – page 29

## Library.

### COMMUNAL AREA FOR LEARNING & WORKING

- Visitors tend to use our library.
- Keep the shelves neat and orderly.
- When you're finished, bring the books back.
- If someone is reading in the library, don't use that area to take a phone call.

## War Room.

### IDEATION. EXPLORATION. COLLABORATION.

With two walls designated as whiteboard space, there is no shortage of places to explore your thoughts. Also, the conference table turns into a ping-pong table, so the war room can be place for fun in the midst of hard work. Our hope is that the war room is constantly full of drawings, sticky notes, mood boards, and printed examples, all the time.

- No need to erase the boards when you leave, but be sure to capture your ideas in case someone else does.
- If using this room for a client meeting, be sure that the information on the walls is not sensitive.

## Production Space.

### WORK. WORK. WORK.

Our work is inherently collaborative. In the midst of that collaboration, we must recognize the need for all team members to have an area where they can focus. The team area is intended to be a sanctuary of productivity.

- Keep all conversations in the workstation area at a *library-acceptable* volume.
- If you need to have a conversation with someone in the team area, you should be next to them at their desk. Please don't speak over others' workstations.
- If a team member is focused, please don't interrupt them. Send them a message to find out when they can be available to talk or help.
- When giving a tour try to avoid bringing people through the team area unless you've previously arranged it with the team.
- Keep the space, and specifically your workstation, *clean and orderly all the time.*
- If you're going to be on a call more than briefly, please move into another area of the office.

## General Etiquette.

### PERSONAL BRAND

Personal branding is a leadership requirement, not a self-promotion campaign. We tend to agree with Elon Musk in this area. He says, "Brand is just a perception, and perception will match reality over time. Sometimes it will be ahead, other times it will be behind. But brand is simply a collective impression some have about a product." How you talk, dress, and treat others matters to everyone on our team.

### DISAGREEING WITH TEAM MEMBERS

In the workplace, difference is genius. When you find yourself in disagreement with a colleague, push yourself to explore further. How can you push past biases and create moments of positive change? If disagreement becomes personal, pounce on the opportunity to grab coffee with that teammate and work it out. Don't let bitterness simmer. At Whiteboard, we don't tolerate gossip, disrespect, or bad attitudes.

### HOW TO COMMUNICATE

Look one another in the eye. Don't dominate the conversation, facilitate it. Take good notes. Listen well. Ask questions. Set action steps. Repeat.

And try to emulate the same posture on Slack and Email.

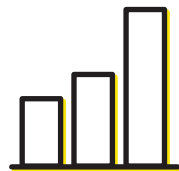


---

## On Leading

Every Whiteboard team member is responsible for their knowledge and professional competency. Whether its reading a bestseller or listening to the latest podcasts, each associate is encouraged to explore new trends and strategies and introduce those ideas to their individual work or the team as a whole. We want every team member to encourage one another in their individual pursuits, and our leadership team is always ready with recommendations and a few words on study and best practices.

We've finalized our approach in a team-wide development program called LEAD.

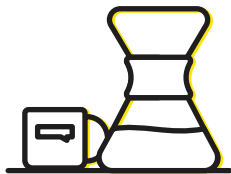


---

## On Growing

We believe it's important how you live your one and only life. We want each team member to be healthy, happy, and resourced to make great decisions in and out of the office. We encourage every team member to schedule time for individual pursuits, and to date that has included: road biking, fly-fishing, sailing, writing fiction, podcasting, CrossFitting, hiking, and photography. It's important that each person has his or her individual passions and takes the time to explore and grow outside of the office.





---

## On Coffee

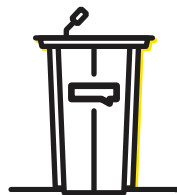
You must learn to drink your coffee black. No exceptions.

*KIDDING.*

We'll always keep a pot of fresh, hot coffee close by.

We invested in coffee-shop-grade equipment and locally-roasted beans because we know with great coffee comes great creativity.

And if you're discerning enough not to microwave your coffee and have used the word 'mouthfeel' in the last few months, you're on your way to the **real** Whiteboard ideal — *the ECBC*. If you have to ask, you can't know yet.



---

## Town Halls

Whiteboard is built on learning and sharing ideas. Every other Monday, we gather as an organization to share, debate, and collaborate over company-wide trends and topics. This is a time for us to celebrate success, plan for the future, and listen to a fellow Whiteboarder communicate recent lessons-learned.

For the time being, most members share on a yearly basis. Topics include everything from "How-To", to "The Way We Work", to Life Lessons. You're encouraged to make it your own and share what's relevant to your situation and interests.

# What Are You Talking About?

**ACF IT** /AYE·CI·EFF ET/

v: process of adding "Advanced Custom Fields"

**ALL DAY** /AWL DEY/

n: Lasting or available throughout the day.

**BACK-END/FRONT-END**

n: opposing ends of a donkey. Or, code that goes on a server and code that loads in your browser.

**BEATING THE CRAP OUT OF A DAY**

v: what Stephen does on the daily

**BOOM** /BUM/

n: "while others were dreaming about it – I was getting it done." It's the moment when it's time to celebrate. You'll often hear howls from each corner of the office. Each person smiles, bangs on a desk, or struts around out of excitement. There might be a dance or song involved. For a few moments we're kids again, rushing the field, happy to be on a team. Happy to be with one another.

**BOTTOM-UP** /BAH-TUM-UHP/

adv: servant leadership. Leading with empathy, kindness, and generosity.

**CAMP HOUSE, THE** /KÆMP·HAUS, THE/

n: where to go if there's a fire drill. Or to get a change of scenery. Basically, our collective second home.

**CIRCLE-UP** /SER·KEL-UHP/

n: quick standing meetings often ~15 minutes or less.

**CRUSHIN' IT** /KRUH·SHIN ET/

v: doing your job; see: killin' it, just doin' it man, I got this, just doin' my thing.

**ECBC** /I·SI·BI·SI/

n: an exclusive, invitation-only, peer-reviewed coffee club.

**IA** /AI·AYE/

n: information architecture; the structural design of shared information environments; the art and science of organizing and labelling websites and software to support usability and findability; an emerging community focused on bringing principles of architecture to the digital world.

**GIF** /GIF/

1. correct pronunciation of moving picture format .gif

**JIF** /JIF/

1. correct pronunciation of moving picture format .gif
2. peanut butter.

**GLUTEN** /GLU·TEN/

*n*: vague term – something that’s used to categorize things that are bad; see: calories, fat

“Lauren, you’re *gluten* free?”

**NICK** /NIK/

1. 1/8 of Whiteboard team member names.
2. A private chat room for people named, Nick.
3. An in-house collective of foodies, baristas and crockpot experts.
4. If you forget someone’s name, just say “Nick” and you’ll most likely be correct.

**SIMPLE FIX** /SIM·PEL FIKS/

*n*: nothing is easy, but these are tasks that more-of-ten-than-not realm in the world of quick code refinements, shifting design elements, and/or semantics.

**SVG** /ES·VI·GEE/

1. an XML-based vector image format for 2D graphics with support for interactivity and animation.
2. Stephen Van Gorp

**WIREFRAMS** /WHYR·FRÆMS/

1. cool eye glasses.

2. lined-based drawings or illustrations of the general features and layout of an interactive experience (website, app, etc.)

**WHATEVER IT TAKES**

*n*: what happens when it's 5PM, the sun is setting, and you're staring at your screen(s) unsatisfied with what you've created. It's when you go the extra mile. When you dig deep to make sure you're bringing the best thing you've got to the table. It's our commitment to each other, to our clients, and to our world. We will do Whatever It Takes to bring great vision to life.

“Our clients are devoted to purposeful ventures. They inspire us to do great work—as does our love of life, people, and possibilities.”

